

IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) An apparatus for fusing toner to media, comprising:
a heating element operable to produce radiant energy;
a an elongate substantially planar thermal spreader for converting said radiant energy into heat for fusing the toner to the media, and
a reflector positioned to reflect a portion of said radiant energy toward said thermal spreader.
2. (Original) The apparatus of Claim 1 wherein said heating element is a bulb heater.
3. (Canceled)
4. (Original) The apparatus of Claim 1 wherein said reflector has a paraboloidal surface positioned to concentrate a portion of said radiant energy to said thermal spreader.
5. (Canceled)
6. (Original) The apparatus of Claim 1 wherein said reflector is parabolic and positioned with said heating element at its focus.
7. (Original) The apparatus of Claim 1 wherein said reflector is a paraboloidal trough and said heating element is linear and positioned along the focal line of said paraboloidal trough.

8. (Original) The apparatus of Claim 1 further comprising a fusing film disposed between said thermal spreader and the media.

9. (Original) The apparatus of Claim 8 wherein said fusing film is thermoplastic.

10. (Original) The apparatus of Claim 9 wherein said thermoplastic is Mylar coated with Teflon.

11. (Original) The apparatus of Claim 1 further comprising:
a fusing element and wherein
said heating element, said thermal spreader, and said reflector are disposed within said fusing element.

12. (Original) The apparatus of Claim 11 wherein said fusing element is rotatably supported and said heating element, said thermal spreader, and said reflector are fixed against rotation.

13. (Original) The apparatus of Claim 11 further comprising a pressure roller supported to urge the media against said fusing element.

14. (Original) The apparatus of Claim 11 wherein said pressure roller is driven to rotate.

15. (Canceled)

16. (Currently Amended) A method of fusing toner to media in a fusing unit having a heating element, ~~a~~ an elongate substantially planar thermal spreader, and a reflector, comprising the steps of:
radiating energy from the heating element;

concentrating said radiated energy to the thermal spreader by the reflector, and
conducting said heat by the thermal spreader to the toner and media.

17. (Original) The method of Claim 16 wherein said heating element is a bulb heater.

18. (Canceled)

19. (Original) The method of Claim 16 wherein the reflector has a paraboloidal surface, and wherein said concentrating step is accomplished by reflecting said radiated energy from the paraboloidal surface.

20. (Original) The method of Claim 19 wherein the paraboloidal surface is parabolic and positioned with the heating element at its focus.

21. (Original) The method of Claim 16 wherein a fusing film is disposed between the thermal spreader and the media, and wherein said conducting step includes conducting said heat through the fusing film.

22. (Original) The method of Claim 16 wherein the fusing unit includes fusing roller with the heating element, the thermal spreader, and the reflector disposed therein, and wherein the fusing unit includes a pressure roller supported to urge the media against fusing film at the position of the thermal spreader, further comprising the step of:

rotating the pressure roller and fusing roller to advance the media through the fusing unit.

23 – 43 (Canceled)